



**CITY OF SALINAS
COUNCIL STAFF REPORT**

DATE: AUGUST 22, 2023
DEPARTMENT: COMMUNITY DEVELOPMENT
FROM: LISA BRINTON, DIRECTOR
THROUGH: GRANT LEONARD, PLANNING MANAGER
BY: MARIA CONTRERAS, MANAGEMENT ANALYST
TITLE: AGREEMENTS FOR SERVICES WITH DOWNTOWN STREETS, INC AND HOPE SERVICES TO PROVIDE REGULAR CLEANUP OF ALISAL COMMERCIAL CORRIDORS

RECOMMENDED MOTION:

A motion to approve a Resolution authorizing the City Manager to:

- 1) execute an Agreement for Services between the City of Salinas and Downtown Streets, Inc. to provide regular cleanup of Alisal commercial corridors in an amount not to exceed \$164,920.00,
- 2) enter into a License Agreement with Downtown Streets, Inc., to use the rear portion of city-owned property at 282 East Alisal Street to store equipment used for the regular cleanup of Alisal commercial corridors, and
- 3) execute an Agreement for Services between the City of Salinas and Hope Services to provide regular cleanup of Alisal commercial corridors for an amount not to exceed \$32,760.00.

EXECUTIVE SUMMARY:

A primary goal of the Alisal Vibrancy Plan (AVP) is to improve the appearance and cleanliness of Alisal commercial corridors. A specific action listed in the AVP is to establish regular, comprehensive corridor maintenance that includes greater engagement of businesses, property owners, and community organizations. Through the proposed Agreements with two non-profit organizations, Downtown Streets Team, Inc and Hope Services, organization team members (individuals transitioning from homelessness or who have developmental disabilities) will be provided job training opportunities while improving the cleanliness and appearance of Alisal commercial areas. Scopes of work include regular trash removal services and cleaning of public infrastructure, including benches, planters, and trash enclosures within sidewalks along Alisal commercial corridors.

These Agreements are in addition to, and in support of, several initiatives the City is undertaking in partnership with community stakeholders to improve the cleanliness and appearance in the

Alisal. Efforts include repairing and adding trash enclosures, promoting awareness of the street sweeping schedule, implementing the Alisal Ambassador Program, and engaging the community in the development of the Alisal District Identity Master Plan.

BACKGROUND:

In November 2019, the City Council unanimously accepted the Alisal Vibrancy Plan (AVP) as a strategic planning document. The AVP is an action-oriented, comprehensive strategy for Salinas' Alisal (East Salinas) neighborhoods. The AVP's purpose is to communicate the collective vision, goals and desires of those who live, work, worship, and shop in the Alisal. The AVP Implementation Plan, developed in collaboration with the AVP Implementation Committee, prioritizes short-term activities to improve the cleanliness, appearance, infrastructure, and parks and open space in the Alisal, and to promote economic development of the Alisal. The City Council has appropriated a total of \$5.34 million dollars in the Capital Improvement Project (CIP) Budget over fiscal years 2021, 2022, and 2023 for immediate and short-term implementation activities.

DISCUSSION:

Agreements for Services:

Two Agreements for Services are proposed with two non-profit organizations, Downtown Streets Team, Inc and Hope Services, to improve the cleanliness and appearance of Alisal commercial areas through regularly scheduled cleanups.

Salinas Downtown Streets Team (Downtown Streets, Inc.) was launched in 2019 and has since contributed to cleaner streets in the city with cleanup efforts focused in the Chinatown area, Downtown corridor, and Natividad Creek Park. Under their Agreement for Services, the Salinas Downtown Streets Team will expand its cleanup efforts to include the Alisal and create two new Streets Teams to assist with litter removal. The Agreement for Services with Downtown Streets Teams is provided as Attachment 3 to this staff report.

To support the expansion of services, Salinas Downtown Streets Team has requested space for a staging area for the purpose of storing equipment and materials in a storage shed and for Team members to meet in the morning to discuss cleanup routes. The City and Salinas Downtown Streets Team have identified the rear portion of city-owned property at 282 East Alisal Street as a location for equipment storage and team staging. Attachment 4 is the License Agreement outlining the terms and conditions to allow the use of the subject property as described above.

Hope Services operates the Community Employment Services program to promote inclusive, integrated employment opportunities for their clients with developmental disabilities through personalized training and on-the-job coaching. Under their Agreement for Services, provided as Attachment 5 to this staff report, Hope Services will provide a group of four workers and a Hope Supervisor to perform litter abatement and proper disposal and cleaning of City-owned furniture and or facilities in the public sidewalks. Hope Services does not require a staging and storage area because clients are driven to the Community Employment Services program facility, located on

La Guardia Street, where team members are provided with supplies and materials needed for the job before being transported to the job area.

Scope of Work:

Regular cleanup of the Alisal commercial corridors is designed to meet the AVP goal of improved cleanliness by augmenting trash removal services and regularly cleaning public infrastructure. Under the Agreements, regular cleanup will include, but is not limited to, the following:

- Litter abatement
- Trash removal
- Syringe removal
- Cleaning of trash and recycling corrals
- Cleaning of benches and planters

Cleanup hours will vary between the two providers, but generally cleanup services will occur Monday-Friday, between 8:00 a.m. and 12:00 p.m. Streets to be covered under the Agreements include:

- Alisal Street
- Market Street
- Sanborn Road
- John Street
- Hebborn Avenue
- Other side streets that serve as connectors to the main corridors.

Maps of the service area is provided as Attachment 2 to this staff report. Cleanup coverage areas will be regularly evaluated by the City and both the Downtown Streets Team and Hope Services to ensure maximum area coverage and litter removal are achieved.

Staff recommends using both organizations for regular cleanup of the Alisal commercial corridors because both organizations strive to address integration of the unsheltered population and people with developmental disabilities and mental health needs into the workforce for the increased self-sufficiency of the participating team members while improving the cleanliness and appearance of the community.

If the Agreements are authorized, cleanup of the Alisal commercial corridors will begin as soon as the Agreements are executed. Authorizing and implementing the services under these Agreements will result in a positive impact to the Alisal and will address some of the short-term goals of the AVP Implementation Plan, demonstrating the City’s commitment to the Alisal community. The term of both agreements through June 30, 2024.

Other Cleanup and Beautification Efforts in the Alisal:

In addition to establishing regular cleanups of Alisal commercial corridors, staff is also working on the following initiatives:

1. Repair and enhancement of the existing trash enclosures along Alisal Street with Amor Salinas branding, which is anticipated to be completed September-October 2023. Staff are currently selecting a vendor for the branding wraps and determining what level of repairs

are needed for the enclosures. Repairs will need to be completed prior to application of the Amor Salinas wraps.

2. Install approximately 20 new decorative trash enclosures along the East Alisal Street corridor and side streets connecting safe routes to school through the Clean California Alisal Greening, Beautification, and Safety Project (CIP 9345). Completion of this Clean California Project is anticipated by June 30, 2024.
3. Build corridor maintenance capacity working with the community and business organizations through the Alisal Ambassador Program. The Ambassador program engages and organizes businesses, community organizations, and residents to conduct cleanups in the Alisal. The Ambassador Program was launched March 2023, and three cleanups have been organized to date, with the next event planned for August 19, 2023, in coordination with SUBA, and Amor Salinas.
4. Increased public education efforts about the importance of street sweeping and trash pickup to address gaps or areas for improvement. This is a multi-department collaboration between Public Works, Community Development, and Community Relations. Internal coordination conversations began this summer with plans to engage the Alisal community in fall 2023.
5. Development of the Alisal District branding and graphics identity are currently underway through the Alisal District Identity Master Plan development. District Identity branding will promote the culture, art, identity, and history of the Alisal Community through context and place-sensitive design, as well as promoting the Alisal as a shopping destination. Staff is currently conducting a community opinion survey about draft branding concepts, as well as inviting the public to submit their own ideas for color palettes, fonts, and images that can be used for the identity branding. A community engagement day workshop is planned for late September or early October. Details about the plan and the link the survey are available on the Advanced Planning and Project Implementation page on the City's website and by clicking [here](#).

CEQA CONSIDERATION:

The City of Salinas has determined that the Agreements for Services are not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378) because the matter does not cause a direct or foreseeable indirect physical change on or in the environment. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

STRATEGIC PLAN INITIATIVE:

The proposed Agreement further the City Council's Strategic Plan Initiatives of Economic Development and Infrastructure and Environmental Sustainability by advancing the AVP implementation related to cleanliness and improving the appearance of Alisal commercial corridors.

DEPARTMENTAL COORDINATION:

The Community Development Department led the preparation of this item including the development of the scopes of work and coordination with Legal to prepare the proposed Agreements for Services.

FISCAL AND SUSTAINABILITY IMPACT:

There is no direct impact to the General Fund. The total not to exceed amount of the Agreements is \$197,680.00. The Agreement with Downtown Streets, Inc is for a not to exceed amount of \$164,920.00 and total compensation under the Hope Services Agreement is not to exceed \$32,760.00. The funding source for both agreements is the Alisal Vibrancy Plan Capital Improvement Program (CIP) 9246.

ATTACHMENTS:

Attachment 1: Resolution

Attachment 2: Coverage Area Maps for Regular Cleanup of the Alisal Commercial Corridors

Attachment 3: Agreement for Services between the City and Downtown Streets, Inc.

Attachment 4: License Agreement between the City and Downtown Streets, Inc.

Attachment 5: Agreement for Services between the City and Hope Services